

Message Text

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47

ACTION EUR-12

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UNCLAS MOSCOW 1496

USDOC FOR BEWT/TPD/BELL

E.O. 11652: NA
TAGS: BEXP, UR
SUBJECT: RETAIL TRADE EXHIBIT/SEMINAR

REF: USDOC 1517

1. IBM MOSCOW REPRESENTATIVE ADVISED COMATT FEBRUARY 2 THAT IBM HAD MADE DEFINITE ARRANGEMENTS TO PARTICIPATE IN SUBJECT EVENT. COMPANY PLANS SEND TWO TOP SPECIALISTS FROM ITS PARIS OFFICE AND PROPOSES TAKE ONE FULL DAY OF SEMINAR PROGRAM.
 2. IF SEARS TAKES 2 1/2 DAYS FOR ITS PRESENTATION AND IBM TAKES ONE FULL DAY, THIS LEAVES ONLY ONE-HALF DAY TO MAKE UP STANDARD FOUR-DAY SEMINAR PRESENTATION. WE ASSUME THAT NCR WILL TAKE REMAINING ONE-HALF DAY. SUGGEST BEWT/TPD CONFIRM WITH COMPANIES THAT THIS TIME BREAKDOWN IS IN ACCORD WITH THEIR DESIRES AND, IF THIS IS THE CASE, FURTHER RECRUITMENT EFFORTS WILL NOT RPT NOT BE REQUIRED.
 3. ALTHOUGH THREE-COMPANY EVENT IS LESS THAN WE HAD ANTICIPATED, EXTREMELY HIGH QUALITY OF PARTICIPANTS MEANS THAT IMPACT SHOULD BE VERY FAVORABLE. ONLY PROBLEM PRESENTED BY SMALL NUMBER OF PARTICIPATING COMPANIES IS THAT STANDARD HOSPITALITY ALLOCATION FOR SEMINAR/EXHIBIT WILL HAVE TO BE ADJUSTED TO REFLECT FACT THAT THERE ARE ONLY THREE PARTICIPANTS. WE WILL NEED MINIMUM OF DOLLARS 250 FOR HOSPITALITY. ASSUME THAT BEWT/TPD CAN SCALE PARTICIPATION FEES ACCORDINGLY.
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